

Message Text

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PAGE 01 LONDON 06023 141323Z
ACTION EB-08

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E.O. 11652: N/A
TAGS: BEXP, AFSAP, UK
SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM FOR UK:
SECOND QUARTERLY REPORT

REF: '76 LONDON 1023, LONDON 0189

1. ALL CAMPAIGN AND NON-CAMPAIGN ACTIVITIES REMAIN ESSENTIALLY ON TARGET WITH PERSONAL CALL AND CONTACT PROGRAM CONTINUING TO BE OVER TARGET IN ALMOST ALL CAMPAIGNS. IN CONSUMER GOODS AND AGRICULTURAL EQUIPMENT WE ARE ABOUT 30 PER CENT ABOVE OUR TARGET LEVEL, 70 PER CENT ABOVE IN ELECTRONIC COMPONENTS AND EITHER ON OR COMFORTABLY OVER IN REMAINING CAMPAIGNS, WITH EXCEPTION OF AUTOMATED BUSINESS EQUIPMENT. LAG HERE IS NOT OF SIGNIFICANT PROPORTIONS.

2. OTHER ACHIEVEMENTS WORTHY OF NOTE DURING QUARTER WERE:

(A) SUBMISSION OF TWO ARTICLES FOR COMMERCE AMERICA SUPPORTING CONSUMER GOODS AND PROCESS CONTROL CAMPAIGNS.
(B) RECOMMENDATION AGAINST FY '78 LTC SHOW IN OFF SHORE OIL AREA AND STRONG SUGGESTION THAT SOCIETY OF PETROLEUM ENGINEERS SHOW SCHEDULED FOR OLYMPIA IN FY 1979 WOULD BE MOST LOGICAL OFF SHORE EVENT FOR U.S. OFFICIAL PARTICIPATION.

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(C) IDENTIFICATION OF TWO POSSIBLE CANDIDATES FOR IN-STORE PROMOTIONS FOR FY '78.
(D) FOLLOW UPS ON FARNBOROUGH AIR SHOW PARTICIPANTS NOW BEING EXPLOITED ALONG WITH OTHER CONTACTS, TO PROMOTE PARIS AIR SHOW; AND
(E) PREPARATION OF AN 11 PAGE MARKET SUMMARY TO SUPPORT PROCUREMENT EFFORTS FOR THE JULY CATALOG EXHIBIT AT THE

ROYAL AGRICULTURAL SHOW.

3. ON THE NON-CAMPAIGN SIDE:

SECOND QUARTER BUSINESS DAY EVENT WAS HELD AT BIRMINGHAM AND WAS VERY SUCCESSFUL IN ACHIEVING OBJECTIVES. THIS PROGRAM CONTINUES TO PAY DIVIDENDS IN PUBLIC RELATIONS, OUTREACH TO UK INDUSTRY, AND IMPROVED COMMUNICATIONS WITH LOCAL CHAMBERS OF COMMERCE. SUPPORT OF THE TRADE CENTER PROGRAM CONTINUED AND AS A RESULT OF OUR ACTIVITIES UNDER THE PROMOTIONAL CAMPAIGN PLANNING RUBRIC, WE HAVE FORWARDED RECOMMENDATIONS FOR FUTURE CAMPAIGNS AND/OR EVENTS IN GENERAL FIELDS OF POLLUTION CONTROL AND METAL WORKING.

4. PROBLEM AREAS:

THE FOREIGN BUYERS PROGRAM IS ACHIEVING VERY GOOD RESULTS IN THE INDIVIDUAL TRAVELLER AREA (SEE OUR A-228) BUT IS CONTINUING TO DISAPPOINT US IN GROUP TRAVEL RESULTS.

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